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# TRAVEL REDUCTION PROGRAM

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## MISSION

The mission of the Travel Reduction Program is to provide education, information, and incentives to Durham County Employees on alternatives to the use of single occupancy vehicles (SOVs) to commute to and from work in an effort to reduce traffic congestion and vehicle emissions.

## PROGRAM DESCRIPTION

The Travel Reduction Program, a division of the County Manager's Office, provides information on travel demand reduction strategies, which are designed to reduce congestion on the roadways of Durham County. Statistical data concerning employee travel is gathered on an annual basis through a County Government-wide employee survey. Results of the survey are analyzed to set goals for the reduction of peak period SOV use and average commute trip reduction of vehicle miles traveled. Based on the results of the annual employee survey, a plan is developed that includes incentives and a strategy for reducing SOV use and encourages alternative mode transportation usage.

This program is mandated by the Commute Trip Reduction Ordinance passed by the Durham County Board of Commissioners in February 2000 and is overseen by the county-appointed Transportation Coordinator.

## 2002-03 ACCOMPLISHMENTS

- Obtained a sixty-seven percent (67%) employee response rate in the annual transportation survey.
- Decrease the number of single-occupancy vehicle trips made by Durham County employees by ten percent (10%) since program inception in December 2000.
- Increased the number of employee carpooling by forty percent (40%) since December 2000.
- Reduced Vehicle Miles traveled by over two percent (2%) from 2001.
- Reduced the number of employees driving single occupancy vehicles by twenty-one percent (21%).
- Received the Gamma Award Communications from the Triangle Transit Authority for the RAVE program and its interactive web site.
- Submitted and obtained approval from the Triangle Transit Authority for 2002-2003 Travel Reduction Plan.

## 2003-04 OBJECTIVES

- Strengthen the marketing and promotion of the RAVE program.
- Increase the number of car-poolers and vanpoolers by two percent (2%) percent.
- Increase the number of employees using public transportation by five percent (5%).
- Provide timely service to employee requests for incentive information.